



SECTION 10. COUNTY MANAGER

10.6 SPORTS AND SPECIAL EVENT INCENTIVE PROGRAM

A. PURPOSE. To create a Sports and Special Event Incentive Program authorizing payment of incentives from tourist tax monies to third party organizations that bring sports tournaments and/or special events to Seminole County thereby generating a substantial amount of hotel room nights and economic impact for the County. Payment of such incentives is to be mutually beneficial and in a manner consistent with all applicable policies set by Seminole County Government. Specifically this Program shall:

- (1) uphold the County's stewardship role to safeguard the County's assets and interests;
- (2) provide guidelines and procedures for all sports and special event incentive agreements based on, and in line with, best practices; and
- (3) provide sports and special event incentives to events that will increase tourism in Seminole County and thereby generate visitation, hotel room nights, and economic impact.

B. DEFINITION OF SPORTS AND SPECIAL EVENT INCENTIVE PROGRAM. "Sports and Special Event Incentive Program" shall mean a mutually beneficial contractual business arrangement between the County and a third party sports event or special event organizer, wherein the third party event organizer receives a monetary incentive from the County that will be paid from tourist tax funds for authorized uses of the those funds as defined and set forth in Section 125.0104(5), Florida Statutes.

Examples of authorized uses of funds are field and facility rentals at certain designated publicly owned and operated public facilities throughout Seminole County, and reimbursement for advertising and marketing expenses outside of Seminole County to promote sports and special events in an effort to bring visitors to the County. All sports and special event incentives would come from budgeted and approved tourist tax funds.

C. POLICIES AND PROCEDURES. The County Manager's Office is authorized to administer this Sports and Special Event Incentive Program. Policies and Procedures governing this Program shall be incorporated into the County Managers Policies.

D. PROGRAM MANAGEMENT. The administration, coordination, and Sports and Special Event Incentive Program record keeping will be accomplished through the County Manager's Office of Economic Development and Community Relations, with the Sports Tourism Manager serving as the Sports and Special Event Incentive Program Manager. Some of the Sports and Special Event Incentive Program responsibilities will include, but not be limited to:

- (1) explain the Sports and Special Event Incentive Program to interested third party event organizers;
- (2) administer applications and review same for all potential sports and special event incentives;



- (3) administer the Sports and Special Event Incentive Program agreements;
- (4) independently verify that hotel room night obligations have been satisfied before incentive expenditures are approved for payment by the County; and
- (5) provide analysis and reports to the Board of County Commissioners and the Tourism Development Council, as required.

E. AUTHORITY. Resolution 2016-R-36 adopted March 8, 2016